



BANKERS FIDELITY LIFE

And Your Bottom Line

Have you ever had a problem closing a Long Term Care case because your client couldn't afford it?

Or have ever had a problems getting an LTCi application approved?

We issue approximate 80% Of all Short Term Care Application in about 2 1/2 weeks without an exam.





BANKERS FIDELITY LIFE

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BANKERS FIDELITY LIFE

A 50 year old Company based in Atlanta, licensed in 46 states and STC is approved in 23.





INSURANCE MARKETPLACE
STANDARDS ASSOCIATION

*Committed to honesty,
integrity and ethics*

CHOATE ELECTED TO INSURANCE MARKETPLACE STANDARDS ASSOCIATION BOARD OF DIRECTORS

ATLANTA, Georgia, October 20, 2003 - Atlantic American Corporation (Nasdaq-AAME) announced today that Eugene Choate, President of its Bankers Fidelity Life Insurance Company subsidiary was elected to the Board of Directors of the Insurance Marketplace Standards Association (IMSA) at its annual meeting last week in Miami, Florida. IMSA is a voluntary, non-profit organization created in 1996 to strengthen consumer trust and confidence in the life and long-term care insurance and annuity products industry. IMSA members comprise more than 200 of the nation's top life insurance companies representing 65 percent overall market share for individually sold life insurance, annuity, and long-term care products. Members commit to maintain high ethical standards and to be fair, honest, and open in the way they advertise, sell and service their products. IMSA's seal is considered a mark of excellence and integrity within the insurance industry and a guidepost for consumers. Bankers Fidelity Life Insurance Company was one of the original 157 companies of IMSA and has retained its membership since the IMSA's inception.

Atlantic American is an insurance holding company involved through its subsidiary companies in specialty markets of the life, health, property and casualty insurance industries. Its principal subsidiaries include American Southern Insurance Company, American Safety Insurance Company, Bankers Fidelity Life Insurance Company, Georgia Casualty & Surety Company, Association Risk Management General Agency, Association Casualty Insurance Company and Self-Insurance Administrators, Inc.





For Your Employees

Every Policyholder will receive a **free** Discount Prescription Drug Card...and it covers about 97% of all drugs being prescribed today



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Why Is Long Term Care or Short Term Care Coverage Needed?



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Nursing Home Care

76% of Americans expect to never need nursing home care¹.

However....the facts indicate otherwise:



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Nursing Home Care

76% of Americans expect to never need nursing home care¹.

However....the facts indicate otherwise:

- 48% of all Americans 65 or older are expected to need Skilled Nursing Facility Care at some time in their lives².
- The national average for private pay Nursing Home Care is \$146.00 per day, or \$53,290 per year³.
- Only 2.8% of all Nursing Home residents are even covered by Medicare.³
- The out of pocket cost for an average Medicare Stay in a Skilled Nursing Home Facility is \$44,610⁴.

¹ Long-Term Care Survey

² *National Nursing Home Study*, AARP, 1996

³ National Center for Health Statistics: *National Nursing Home Survey*, Vital Health Statistics, Series 13, Number 152, 2002



BANKERS FIDELITY LIFE

Long Term Care Insurance provides excellent coverage.

But, is Long Term Care Insurance the only alternative to meeting the extreme cost of convalescent care?

Absolutely Not.



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Short Term Care Insurance may be a better and more suitable choice for many people. It is not a replacement for LTC, but it may help write some cases you otherwise can't because of the premium commitment, or may help get some coverage issued for clients who otherwise could be without.



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Question: Are most nursing home stays long?

- ☑ 83.2% of Nursing Home admissions stayed for 12 months or less.
- ☑ The average length of stay for a discharge was 271.5 days.
- ☑ Only 7.4% of all Nursing Home stays were 3 years or more.

Source: National Center for Health Statistics: *National Nursing Home Survey*, Vital Health Statistics, Series 13, Number 152, 2002



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Question: Is Long Term Care Insurance Expensive?

According to Federal LTC Website, an individual age 50 could apply for \$100 day benefit, with 90 day elimination period for about \$93.30 per month. Other companies may vary.



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The Product Is definitely affordable. Take a look at Some Sample Premiums For Payroll Deduction

Monthly Payroll Deduction Rates

\$120 Benefit, 20 day elimination period, 360 day benefit and w/5% Simple Inflation Rider

| AGE | 45 | 50 | 55 | 60 |
|-----------|---------|---------|---------|---------|
| Mo. Prem. | \$20.46 | \$26.31 | \$26.31 | \$29.23 |



Short-Term Care*

Why It's Important

- Only 2.28% of all nursing home stays are paid for by Medicare
- The average length of a nursing home stay is 271.5 days
- The national average cost of private pay nursing home care is \$53,291 a year

Plan Features

- No prior hospitalization required
- Wide selection of daily benefits
- Covers all level of care
- Full restoration of benefits
- Guaranteed renewable for life.

Source: National Center for Health Statistics: National Nursing Home Survey 2002.

*Policy form B 9305. Limitations & restrictions apply: actual policy provisions control. Underwritten by Bankers Fidelity Life Insurance Company, Atlanta, GA. Benefits may vary by state. Applications to determine eligibility required.



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The Product Is definitely affordable. Take a look at Some Sample Premiums For Payroll Deduction

Monthly Payroll Deduction Rates

\$120 Benefit, 360 days, w/5% Simple Inflation Rider

| AGE | 45 | 50 | 55 | 60 |
|-----------|---------|---------|---------|---------|
| Mo. Prem. | \$20.46 | \$26.31 | \$26.31 | \$29.23 |

...or about \$5, \$6 or \$7 per week if sold at Worksite



Short Term Care

An affordable, flexible, sensible alternative to
High Priced Long Term Care Coverage

- **Covers all levels of care in any state licensed nursing home.**
- **Benefit periods of 180 or 360** days.**
- **Full restoration of benefits when confinement free for six months.****
- **Daily benefits up to \$150 per day.**
- **Options include both simple and compound benefit increases of 5% each year.****
- **Written as a stand-alone sale or combination sale in conjunction with preferred Medicare Supplement plan, and life insurance**

Supplemental life & health insurance products underwritten by Bankers Fidelity Life Insurance Co., Atlanta, GA



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Short Term Care Insurance may be a better and more suitable choice for many people. It is not a replacement for LTC, but it may help write some cases you otherwise can't because of the premium commitment, or may help get some coverage issued for clients who otherwise could be without.



BANKERS FIDELITY LIFE

An affordable, flexible, sensible alternative to
High Priced Long Term Care Coverage

Does it Replace Long Term Care?

No Way. But considering the pricing, and the fact that we issue
about 85% of all applications received,

WE KNOW IT HAS A DEFINITE PLACE IN THE MARKET!



BANKERS FIDELITY LIFE

CONTACT INFORMATION

For More Information on Short Term Care, which can be sold individually or Worksite ,contact us today.

WEBSITE: www.bankersfidelitylife.com



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It was great being with you in KC!

